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62.09

for year 'round

Gifts

WILCOX presents
Original
Arrangements
in

- ★ **DISH GARDENS**
- ★ **NOVELTIES**
- ★ **GARDENS in GLASS**
- ★ **MADE-UP Combinations**

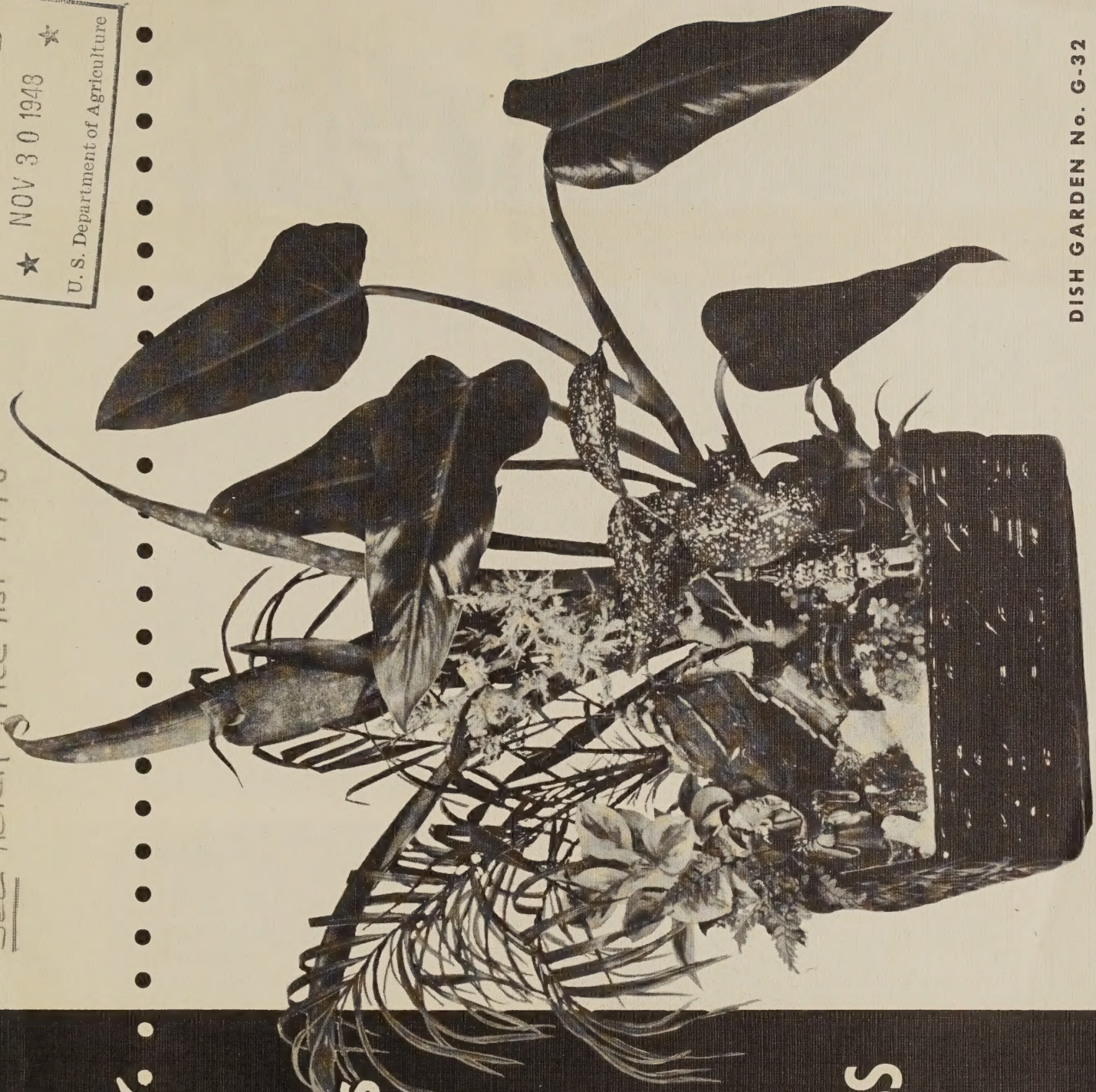


Roy F. Wilcox & Co.

= 1948

See Retail Price list 1948

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DISH GARDEN No. G-32
One of the many Wilcox Original
Designs. (See price list for details)

CHRISTMAS AND YEAR 'ROUND

Novelties

NEW AND ORIGINAL DESIGNS

BY

WILCOX

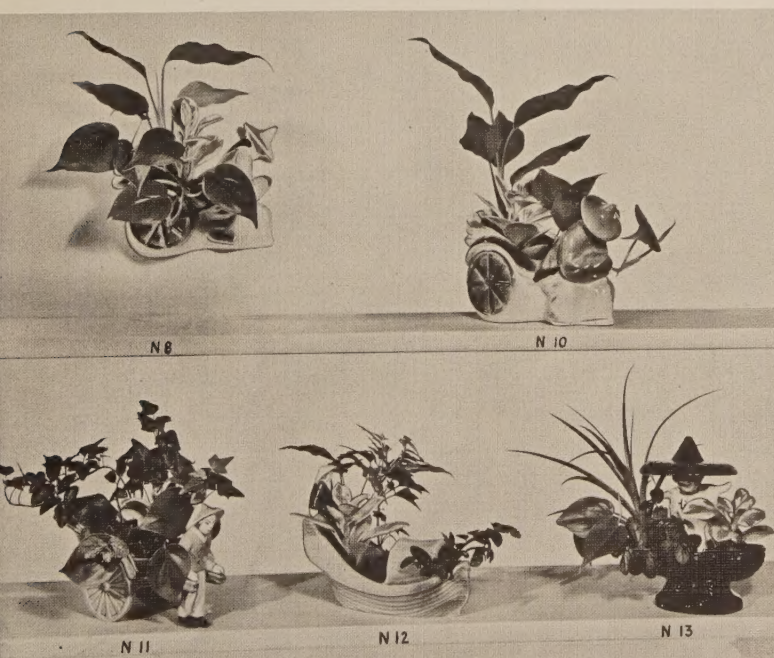
Be ready for Christmas and every gift occasion with this delightful variety of gay dishes and novel bowls . . . including clever designs for children. Only established miniature plants (out of pots) are used . . . they last longer and assure customer satisfaction.



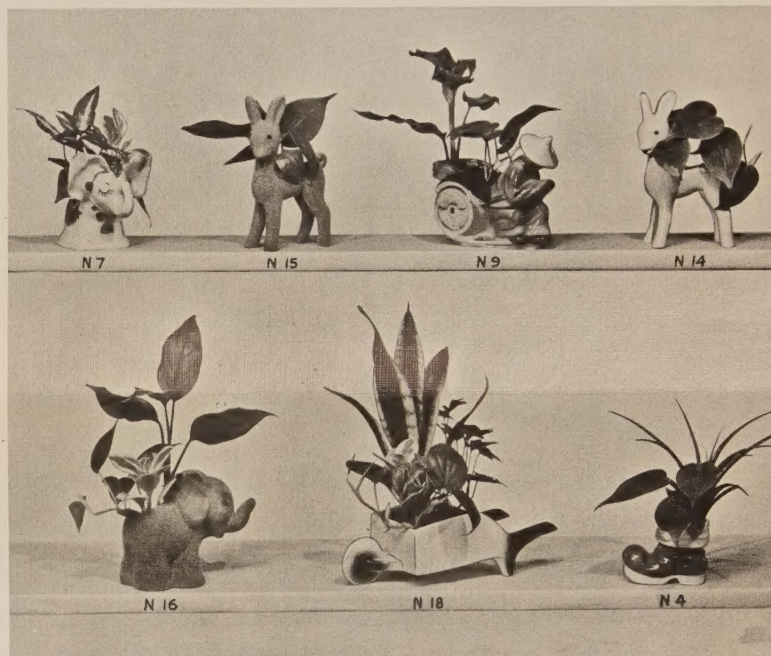
Group N-500 — See Price List



Group N-300 — See Price List



Group N-400 — See Price List



Group N-100 — See Price List



Group N-200 — See Price List

We suggest you order by group . . . see price list

PLUS a thrilling assortment of DISH GARDENS and MADE-UPS ➡



Roy F. Wilcox & Co.

DISH GARDENS

Neither words nor photos can do justice to the gay colors and rich details of these miniature arrangements. Exclusive Wilcox dish designs . . . a select variety of rare and exotic plants, well established (out of pots). Keep them moist . . . they last several years.

Order a full assortment . . . display them, they sell themselves



Group G-600 — See Price List



Group G-100 See Price List **Group G-400**



Group G-200 See Price List **Group G-500**



Group G-300 See Price List **Group G-700**



WILCOX Original MADE-UPS

A luxurious array of copper and brass made-ups that look far richer than their modest price. A flattering, long-lasting gift for home, office or store. Order generously—they keep well and sell easily. See price list.



MU-1

See Price List



MU-6

See Price List

Group MU-400

See Price List



Group MU-100

See Price List



Group MU-200

See Price List



Group MU-300

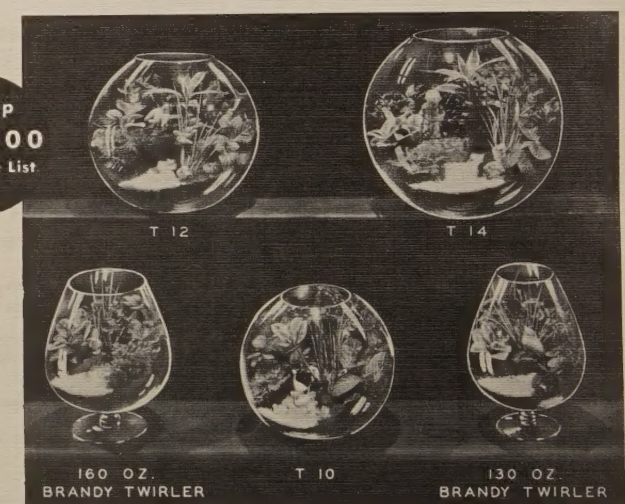
See Price List

WILCOX GARDENS IN GLASS

Are world-famous for their unique and clever detail. Tops for Christmas . . . or, year 'round giving.

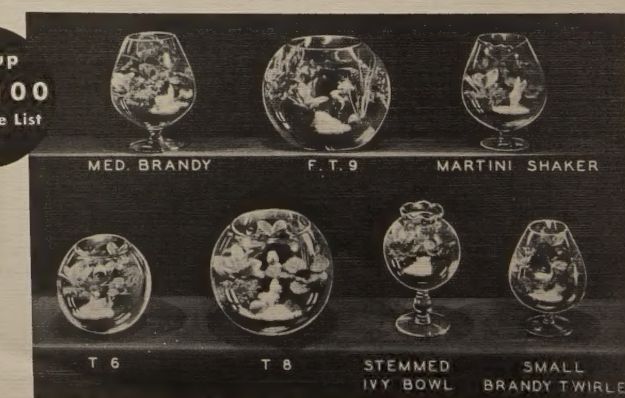
Group GG-200

See Price List



Group GG-100

See Price List



Be ready for the Christmas rush with

WILCOX BLOOMING PLANTS including

POINSETTIAS ★ ST. PAULIAS ★ AZALEAS ★ CALADIUMS

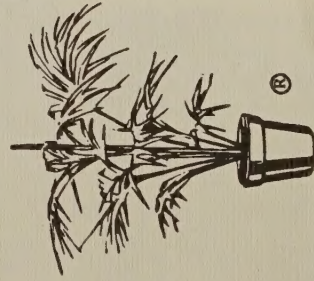
**For the Easter Season: LILIES • HYDRANGEAS • ST. PAULIAS
CALADIUMS • AZALEAS** *plus illustrated Dish Gardens, Novelties and Made-ups...* **ORDER IN ADVANCE...** specify delivery date



WILCOX DECORATIVE FOLIAGE PLANTS add a distinctive touch to Homes, Offices and Stores

Your more practical customers are year 'round prospects for decorative foliage plants. Investigate the sales potential of modern decoration . . . send for free folder illustrating 51 foliage plants.

ORDER NOW... IMMEDIATE DELIVERY



SEE ENCLOSED PRICE LIST
for prices, terms, etc. on
all items illustrated in this
brochure.

Roy F. Wilcox & Co.

BOX 240 BEVERLY BOULEVARD & WILCOX AVENUE
MONTEBELLO, Los Angeles County, CALIFORNIA
Angelus 4221 UNION 12324

50% TRADE DISCOUNT

TO ALL RETAIL AND WHOLESALE
FLORISTS AND NURSERYMEN

Be ready for the Christmas rush with

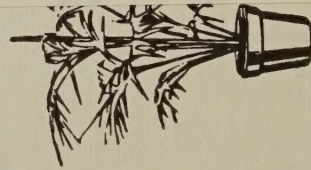
WILCOX BLOOMING PLANTS

including

POINSETTIAS ★ ST. PAULIAS ★ AZALEAS ★ CALADIUMS

For the Easter Season
CALADIUMS • AZALEAS

S • ST. PAULIAS
Novelties and Made-
specify delivery date



SEE ENCLOSED PRICE LIST

for prices, terms, etc. on
all items illustrated in this
brochure.

IMAGE PLANTS

Offices and Stores

and prospects for
sales potential of
er illustrating 51

DELIVERY

OX & Co.

D & WILCOX AVENUE
ounty, CALIFORNIA

Union 12324

PLEASE FILL IN

When Wanted

If out of item selected, may we substitute similar item of equal value?

Yes ☐ No ☐

ORDER BLANK

ROY F. WILCOX & CO.

P. O. Box 240
Beverly Blvd. and Wilcox Ave.
Montebello, Calif.

DO NOT USE

Cash Rec'd.....

Invoice No.....

Delivery Date.....

Please Write Your Name Plainly and Give Address in Full.

Your Phone No.....

Order Must Be Signed on Back of Sheet.

Ship via: Express ☐ Wilcox Truck ☐ Will Call ☐.

Free Delivery in Metropolitan Los Angeles.

Elsewhere: F.O.B. Montebello. Packing Charge at Cost.

No Packing Charges when Cash Accompanies Order.

Terms: Established Accounts, 30 Days Net.

Others—Strictly C.O.D.

All Gardens-in-Glass Shipped at Customer's Risk.

ALL LISTED PRICES ARE RETAIL—YOUR DISCOUNT 50%

Quantity	WILCOX DISHGARDENS	
	GROUP G 100—Assorted	Each
.....	G 1—6" Mixing Bowl.....	\$ 3.25
.....	G 2—Square Dish	3.75
.....	G 3—6" Nappie	3.50
.....	G 4—Small Round Bowl.....	3.35
.....	G 5—Squash Garden	3.75
	GROUP G 200—Assorted	
.....	G 6—Large Round	4.00
.....	G 7—Heart-Shaped Bowl.....	4.25
.....	G 8—Oblong Shallow	4.50
.....	G 9—Squirrel and Log.....	4.50
.....	G 10—Small Bamboo Dish	4.75
	GROUP G 300—Assorted	
.....	G 11—Square Bowl	5.00
.....	G 12—Square Dish	5.00
.....	G 13—Chinese Bamboo	5.50
.....	G 14—Oblong Bowl	5.75
	GROUP G 400—Assorted	
.....	G 15—Irregular Bowl	6.00
.....	G 16—Kidney-Shaped Bowl	6.00
.....	G 17—Irregular Bowl	6.75
.....	G 18—Oblong Scalloped	6.75
.....	G 19—Square Dish	6.75
	GROUP G 500—Assorted	
.....	G 20—Large Center Bowl.....	7.50
.....	G 21—Chinese Garden	8.50
.....	G 22—Oblong Scalloped	9.00
.....	G 23—Scalloped Round Dish	9.00
.....	G 24—Small Oblong	9.25
	GROUP G 600—Assorted	
.....	G 25—Chinese Log Pot	10.50
.....	G 26—Chinese Garden	11.00
.....	G 27—Chinese Star	11.00
.....	G 28—Chinese 10" Round Dish.....	12.00
	GROUP G 700—Assorted	
.....	G 29—Long Chinese Oblong.....	12.00
.....	G 30—Chinese Square Oblong.....	12.50
.....	G 31—Modernistic Dish	12.50
.....	G 32—Royal Haeger Chinese Garden.....	22.00

Quantity	WILCOX NOVELTIES	
	GROUP N 100—Assorted	Each
.....	N 4—Santa Claus Shoe—Small.....	\$1.35
.....	N 7—Small Elephant	2.65
.....	N 9—Small Coolie Cart	3.00
.....	N 14—Glazed Fawn	1.50
.....	N 15—Flocked Fawn	2.00
.....	N 16—Flocked Elephant	3.00
.....	N 18—Fancy Wheelbarrow	3.00
	GROUP N 200—Assorted	
.....	N 1—Basket Girl	3.50
.....	N 3—Madonna	4.25
.....	N 5—Santa Claus Shoe—Medium.....	3.50
.....	N 19—Girl	3.00
.....	N 20—Boy	3.00
	GROUP N 300—Assorted	
.....	N 21—Disney Thumper	3.25
.....	N 22—Disney Dopey	3.25
.....	N 23—Disney Mickey Mouse	3.25
.....	N 24—Disney Snow White.....	3.25
.....	N 25—Disney Bambi	3.25
.....	N 26—Disney Donald Duck	3.25
	GROUP N 400—Assorted	
.....	N 8—Coolie Wallpocket	3.50
.....	N 10—Large Coolie Cart	4.50
.....	N 11—Rickshaw	4.50
.....	N 12—Sampan	4.50
.....	N 13—Coolie	4.50
	GROUP N 500—Assorted	
.....	N 2—Sleigh with Reindeer.....	7.50
.....	N 6—Santa Claus Shoe—Large.....	5.00
.....	N 17—Violet Basket	5.75

WILCOX COMBINATION MADEUPS

MU 1—Light Copper Tray, 20".....\$15.00

MU 6—23" Copper or Brass Tray.....25.00

GROUP MU 100—Assorted

MU 8—Copper Wheelbarrow

MU 9—Copper Chariot

MU 11—Small Table Planter.....

MU 12—Copper Basket.....

MU 13—Small Copper Hanging Basket.....

Quantity	Each
GROUP MU 200—Assorted	
MU 14—Large Copper Hanging Basket.....	5.50
MU 16—Round Birdcage	5.00
MU 17—Pagoda Birdcage	5.50

GROUP MU 300—Assorted	
MU 2—6" Light Copper Tray.....	6.50
MU 7—Silent Butler	6.65
MU 10—Large Copper Table Planter.....	6.25
MU 15—Brass Table Birdcage.....	7.25

GROUP MU 400—Assorted	
MU 3—11" Copper or Brass Tray	11.25
MU 4—14" Copper or Brass Tray.....	16.50
MU 15—17" Copper or Brass Tray.....	20.00

BLOOMING and FOLIAGE PLANTS

AZALEAS—Assorted Varieties and Colors	
4" Pot 4x6	1.25
5" Pot 6x8	3.00
6" Pot 8x10	4.00
7" Pot 10x12	5.00
7" Pot 12x14	6.00
8" Pot 14x16	7.50
10" Pot 16x18	10.00

CALADIUMS—Assorted Fancy-Leaved	
3" Pot70
4" Pot	1.50
5" Pot	2.50
6" Pot	3.75
7" Pot	5.00

BIRDNEST FERNS	
5" Pot	2.50
6" Pot	3.00
7" Pot	5.00

WILCOX GARDENS-IN-GLASS

Quant.	Each
Small Brandy Twirler.....33 oz.....	\$ 4.75
Medium Brandy Twirler.....60 oz.....	6.00
Large Brandy Twirler.....130 oz.....	10.00
Large Brandy Twirler.....160 oz.....	11.00
Martini Shaker	6.00
Apple	6.00
Pear	6.00
Stemmed Ivy Bowl.....	5.50
FT 9 Flat Terrarium.....	6.25
Ming Jar	8.00
Grecian Urn 10"	8.50
Grecian Urn 12"	10.50
T 6 Terrarium	4.75
T 8 "	6.25
T 10 "	9.25
T 12 "	12.50
T 14 "	17.25
T 16 "	22.50
T 18 "	30.00

BLOOMING AND FOLIAGE PLANTS

POINSETTIAS	
4" Pot Single	1.25
4" Pot "	1.50
5" Pot "	1.75
5" Pot Branched	2.50
6" Pot Madeup	4.00
6" Pot "	5.00
7" Pot "	6.00
7" Pot "	7.00
8" Pot "	8.50
8" Pot "	10.00
10" Pot "	17.50
10" Pot "	20.00

IVY—Assorted	
4" Pot	1.25
5" Pot	1.70

SAINTPAULIAS	
Blue	4" Pot..... 1.50
Pink	4" Pot..... 1.50
White	4" Pot..... 1.50
Orchid	4" Pot..... 1.50

ENTER ORDER BELOW FOR MISCELLANEOUS FOLIAGE PLANTS, Like Philodendron, Etc.

SPECIAL INSTRUCTIONS

Signature.....